

## Message Text

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E. O. 11652: N/A  
TAGS: BEXP, IN  
SUBJ: CATALOG EXHIBIT: US PRINTING AND GRAPHIC ARTS  
EQUIPMENT CATALOG SHOW AT BOMBAY APRIL 6 AND 7, 1978

1. THE PRINTING AND GRAPHIC ARTS EQUIPMENT CATALOG EXHIBIT WAS HELD AT THE INTERNATIONAL COMMUNICATION AGENCY (ICA) ON APRIL 6 AND 7. INDUSTRY TECHNICAL REPRESENTATIVE (ITR) MR. JOHN BURGESS, BESIDES BEING PRESENT AT THE CATALOG SHOW BOTH DAYS, ALSO PARTICIPATED IN OTHER PROGRAMS HELD IN CONJUNCTION WITH THE SHOW. INDO-AMERICAN CHAMBER OF COMMERCE WESTERN REGIONAL COUNCIL AND THE BOMBAY MASTER PRINTERS ASSOCIATION (BMA) CO-SPONSORED THE SHOW AND THE SEMINAR RESPECTIVELY.

2. PUBLICITY AND PROMOTION: THE SHOW WAS WIDELY PUBLICIZED IN ADVANCE BY DIRECT MAILINGS AND THROUGH SECONDARY DISSEMINATION BY APPROXIMATELY 50 TRADE AND INDUSTRY ORGANIZATIONS. OVER 1700 PRINTING INDUSTRY FIRMS WERE CONTACTED. ICA ISSUED A PRESS RELEASE ON THE SHOW WHICH WAS REPRODUCED IN SEVAAL BOMBAY NEWSPAPERS.

3. SHOW ATTENDANCE: OVER 400 PERSONS VISITED THE SHOW OF WHICH 376 REGISTERED WITH US. ACCORDING TO OUR INITIAL SURVEY,  
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80-85 PERCENT OF THE VISITORS WERE DIRECTLY CONNECTED WITH THE PRINTING INDUSTRY AND, THEREFORE, ARE POTENTIAL BUYERS OF US EQUIPMENT AND SERVICES. VISITORS ALSO CAME FROM OTHER CITIES SUCH AS PUNE, AHMEDABAD AND RAJKOT. VISITORS SPENT ON AN AVERAGE 60-90 MINUTES AT THE SHOW THOUGH A GOOD NUMBER OF THEM SPENT LONGER TIME VIEWING THE CATALOGS. WE MADE A NUMBER OF PHOTOCOPIES OF CATALOGS AT THE REQUEST OF VISITORS. OVER 190

BUSINESS INQUIRIES WERE GENERATED AT THE SHOW. WE EXPECT TO RECEIVE ANOTHER 100 BY MAIL IN THE NEXT FEW DAYS.

4. LOCAL AGENT PRESENCE: SIX LOCAL REPRESENTATIVES OF US PARTICIPANTS WERE PRESENT AT THE SHOW THROUGHOUT TO SERVICE VISITORS. THEIR PRESENCE ADDED TO THE EFFECTIVENESS OF THE SHOW.

5. ITR BURGESS: BY FAR, MR. BURGESS WAS THE BEST ITR WE HAVE HAD AT A TRADE PROMOTION EVENT IN BOMBAY. HIS PRESENCE GREATLY ENHANCED EFFECTIVENESS OF THE PROGRAM. WE HAD RECEIVED WRITTEN ADVANCE REQUESTS FOR APPOINTMENT WITH ITR FROM OVER 200 FIRMS. HOWEVER, IN VIEW OF THE LIMITED TIME, WE SCHEDULED TWELVE SELECTED APPOINTMENTS FOR BURGESS. OUR STAFF HANDLED ANOTHER TWENTY APPOINTMENTS WITH THE ITR'S ASSISTANCE. BURGESS WAS VERY EFFECTIVE AT THE SEMINAR HELD ON APRIL 7. HE ALSO ATTENDED TWO RECEPTIONS HOSTED BY THE LOCAL INDUSTRY AND CONGEN RESPECTIVELY AND WILLINGLY GAVE HIS FREE TIME TO ATTEND AN IMPORTANT BUSINESS LUNCH WITH THE OFFICERS OF A LEADING DAILY NEWSPAPER. BURGESS WAS KNOWLEDGEABLE IN HIS FIELD, AN EXCELLENT SPEAKER AND A VERY HELPFUL PARTICIPANT IN THIS TRADE PROMOTION PROGRAM.

6. SEMINAR: IN COOPERATION WITH BMA CONGEN ORGANIZED A FOUR-HOUR SEMINAR ON "PRINTING AND GRAPHIC ARTS INDUSTRY DEVELOPMENTS IN THE U.S. AND INDIA" ON APRIL 7. OVER 60 LOCAL  
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INDUSTRY SPECIALISTS PARTICIPATED IN THE SEMINAR WHILE ANOTHER 25 CAME AS OBSERVERS. TWO REPRESENTATIVES OF BMA MADE PRESENTATIONS ON THE STATUS OF THE LOCAL INDUSTRY IDENTIFYING AREAS IN WHICH INCREASED INDIA-US BUSINESS RELATIONSHIP IS POSSIBLE. THEY PARTICULARLY MENTIONED THE NEED FOR EXPANDED LOCAL REPRESENTATION OF US PRINTING INDUSTRY EQUIPMENT AND PROVISION OF TRAINING FACILITIES FOR FIRMS USING AMERICAN PRINTING EQUIPMENT. ITR BURGESS PROVIDED A DETAILED OVERVIEW OF THE AMERICAN INDUSTRY DEVELOPMENTS AND ANSWERED QUESTIONS FROM THE AUDIENCE (ALL OF WHICH WERE DIRECTED TO HIM.)

7. FILM SHOW: THREE FILM SHOWS WERE ORGANIZED ON APRIL 6 AND 7. EIGHT SELECTED FILMS ON PRINTING INDUSTRY OBTAINED FROM ARCHIVES OF ICA WERE EXHIBITED. APPROXIMATELY 350 PERSONS ATTENDED THE FILM SHOWS.

8. COMMENT: ALTHOUGH THE EXHIBIT WAS RELATIVELY SMALL IN TERMS OF CATALOGS RECEIVED, PRODUCTS COVERED BY THEM, BY AND LARGE, WERE MARKET-ORIENTED. 191 BUSINESS INQUIRIES WERE RECEIVED AT THE SHOW, SOME OF THEM WITH SALES PROSPECTS. WE HAVE ALSO RECEIVED OVER 180 GENERAL INQUIRIES FOR EQUIPMENT, LICENSING

AND TECHNICAL ASSISTANCE WHICH ARE BEING PROCESSED HERE. THE SHOW GENERATED INTEREST FOR US PRINTING EQUIPMENT AMONG AND END USERS WHO HAVE GENERALLY BEEN BUYING GERMAN AND BRITISH EQUIPMENT. THE SUCCESS OF THE SHOW CAN BE MEASURED FROM THE FACT THAT WE HAVE ALREADY RECEIVED A REQUEST FROM THE GUJARAT PRINTERS CONFERENCE FOR A SET OF CATALOGS TO BE EXHIBITED AT THE STATE PRINTERS CONVENTION SCHEDULED IN JUNE NEXT AT RAJKOT. WE HAVE ALSO RECEIVED AN EXPRESSION OF INTEREST FROM PRINTERS IN PUNE FOR A POSSIBLE SUPPLEMENTARY CATALOG SHOW IN THAT CITY.  
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